

Yarden Shiner

Graphic Designer with passionate desire to Explore, Learn, Create & Develop.
Possess Marketing & User Experience orientation. Efficient Independent Worker.
Proven Team Player with excellent Communication Skills.

Experience

Athena Jewellery, Tel Aviv — Founder, Owner & CEO: January 2020 - Present

- Designed all Collections with a keen eye and unique creative sense.
- Exclusively responsible for designing all Marketing Channels & Brand Identity, including: Logos, Packaging, Prints, Desktop & Mobile Websites, Newsletters & Media Platforms.
- **Created a Brand Marketing & Sales Strategy:** Goals, Target Markets, Competition Analysis & Design.
- Designed & built Athena's Online Platforms: Instagram, Google, Facebook, Tik tok, Blogs & Articles.
- **Designed the UX/UI of Athena's Website Interface, improving the Call-to-Action Strategy boosting Sales.**
- Art Director, Producer, Photographer & Editor of all Marketing Content.
- Created Exclusive Collections with leading Fashion Bloggers (Natali Dadon, Arielle Chernov & others).
- Athena's Jewellery selected by Stylists in productions for Fashion Companies and magazines.
- Controlled all Company Logistics including Inventory, Orders, Quality Checks, Customer Service, Accounting, Market Surveys & more.

Graphic Designer, Tel Aviv — Freelance: October 2017 - Present

- Designed Varios projects: Websites, Logos, business cards, Brouchures, Books, Wedding invitations, Art Directions & more.
- **Required Ability to recruit clients and close deals, develop and refine concepts, patience, setting boundaries and meeting deadlines.**

Pickspace, Tel Aviv — Internship - February 2018 - July 2018

- Worked on Designs: Marketing Landing Pages, Infographic Brochures & Print Merchandise.
- Created extraordinary & unusual Designs, while keeping faith with the company's Design Guide.

Career Soldier, Israeli Air Force — Training officer - April 2012 - October 2013

- In charge of the Squadron's Flight Calendar, scheduling 90 pilots to Operational & Training Flights.
- **Required advanced Social Skills, Coordinated between different units, Commanded soldiers, Organization Skills, 24/7 Availability, work under Pressure, and solving Complicated Problems creatively.**

Education

Shenkar College — B.Des - 2015 - 2019

Bachelor of Design.

Visual Communication Studies.

Major in Print and Motion Design.

Maof — Business Agency - 2020 - 2022

Certificate for various courses: Entrepreneurship,
Google Ads, Facebook Ads, TikTok & more.

6B — Pre University Studies - 2015

Design, Art & Painting.

Portfolio www.yardenshiner.com

Technical Skills

Design: Photoshop, Illustrator, InDesign, After Effects, Premiere, Lightroom, XD, Figma, Sketch, InVision, ChatGPT.

Other: Excel, PowerPoint, Keynote.

Languages

Hebrew: Mother language | English: Fluent.

Personal Information

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Based in: Tel Aviv - Yafo

Hobbies: DJ, Sport, Running & Ski